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Network News

A News Update For **Nintendo** Servicers

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Web Site Update

By Dean O'Connor

Our beta testers have been testing our web site for the last month or so. We have compiled all of the feedback and incorporated it into our web site. We will be ready to open up the site to the network on 7/1/99. This site will contain procedures, price lists, bulletins, common questions, and more. This will be a great resource for our servicers because it will provide quick access to the guidelines manual and any updates on new procedure and part numbers (including a downloadable price list). If you have access to the Internet, you will find this to be a valuable resource!

You will receive a fax on 7/1/99 to give you details on how to log in to our site. As with your guidelines manual, the information on the web site is confidential and should only be used by your service center.

If you have suggestions on how we can improve our web site, please log in and click "contact us" and then click the appropriate e-mail link or, if you prefer, give your Field Service Administrator a call at 1-800-447-8373.

Game Boy® Color Repairs

By Luther Smith

Good news for Authorized Service Centers! Driven by the extremely high volume of sales of the Game Boy Color, the total number of repairs is up 122% over the same period last year. Handled correctly, this translates into quick, easy $$$ for the service centers. Here is a quick update on procedures for handling Game Boy Color repairs.

The Grape (# 39330) and the Atomic Purple Game Boy Colors (# 39331) have been released to the network for inventory to stock or can be ordered "Direct to Customer" (DTC) or shipped to the service center. All other colors are DTC only. When a Game Boy Color repair comes in, proceed as follows:

1) Check the serial number through the VRU for warranty or check with a Field Service Administrator for approval.
2) Immediately order a replacement unit of the same color. Nintendo will ship the order UPS Blue (2 day air) at our cost.
3) If DTC, place the customer's information (name, address, phone number) in the "Ship to" portion of the order form and write DTC in big letters anywhere on the form.
4) If under warranty, fill out a claim form. If out of warranty, the customer pays you up front. The suggested price for out of warranty repairs is $30.00*.

* While Nintendo may suggest repair pricing, service providers are free to set their own fees.

Changing the Face of Consumerism

By Dru Jordan

For the last 8 years, Nintendo has been working to reduce the costs of returned products. As a long standing service center in our network, you've seen new procedures like the implementation of a Voice Response Unit to verify warranty status. This has proven very effective for our organization in helping to control the costs. We're offering our experience, knowledge and technology to other manufacturers and retailers.

Nintendo has formed a new, wholly-owned subsidiary called SiRAS.com Inc. SiRAS will provide centralized returns management services to organizations in need of more effective tools to reduce product returns. SiRAS will also offer Nintendo's proven "Date of Sale Electronic Registration" service (patent pending) and ongoing support programs. This service will make Nintendo's research and development (and resulting proprietary programs) available industry-wide.

By having the original purchase date readily available, our Consumer Service Representatives have been better able to direct post-sale service issues through the proper channels. Rather than simply taking a non-functioning unit back to the store, consumers have been directed to our authorized service network for help. More traffic for you translates to more service opportunities and more potential revenue from manufacturers for your bottom line. Isn't technology great?!?

NINTENDO AUTHORIZED REPAIR CENTER AUTHORIZED SERVICER AGREEMENTS

By Michael Hughes

Once again, it's time to renew your Nintendo Authorized Repair Center Authorized Servicer Agreement. The Agreements were mailed on June 9, 1999 along with our most recent Guidelines Manual updates. The current Agreement will expire on June 30, 1999, so please ensure that we have your signed Agreement on file here at Nintendo of America on or before June 30th. I would like to thank those of you who have returned your signed Agreement. It is this type of response that goes a long way toward making this a more efficient process. If you have any questions regarding the Agreements, please call us at 1-800-447-8373, Monday through Friday 6:00am to 5:00pm (PT).

A tip from the Nintendo Parts Department

On the updated Order and RA forms, save time by filling in your name and address, fax and/or phone number. Then use the form as a template to make copies of the forms you use. One form filled out accurately and completely will not only save you time, it will help us to accurately enter your request.

SERVICER SPOTLIGHT:

By Michael Hughes

ALEX AUDIO & VIDEO SERVICE

Alex Shmyel has been serving the audio/video repair needs of the citizens of Minneapolis since 1978. Alex originally set up operations from his home only to move to a larger facility in 1987.

Alex's operation has expanded over the years to include four locations, covering a 9-county area of Minneapolis/St. Paul. Alex currently has 17 employees including 8 technicians, 5 support personnel and 4 people specializing in customer relations. Alex Audio & Video Service specializes in a diverse group of products including: Large screen and projection TVs, camcorders, laser disc players, VCRs, computer monitors, microwaves, security video cameras, fax machines and Nintendo products. Alex had this to say about participating as a Nintendo Authorized Repair Center:

"We enjoy being an authorized service center for Nintendo. The ease of the Power Swap program has brought additional revenue to our company. It is a nice feeling being capable of helping a customer immediately with products some did not even know could be fixed. The positive feeling the customer leaves with helps with the word of mouth referrals to our company. We have an electronics service center and a custom computer building company and with Nintendo's help in networking, it has become an excellent source of advertising. I also want to mention how nice Nintendo is to work with. Their number one priority is their customers, which also reflects very well on us. Thank you!!!" No Alex, thank you!!!

Play It Now

By Luther Smith

When is the best time to play the advertising game and let everyone know you do Nintendo repairs? Don't wait for them to go somewhere else, "Play It Now." Once you've decided the "when," we'll provide the "how," with a free Nintendo "System Need Repair?" brochure. This colorful brochure, adorned with Service Mario, is available at no cost. Just place an order and they're on the way. These are great items to place at local retailers who sell Nintendo products, distribute at local events or hand out with repairs. As an added bonus, just request it and your business name and address will be preprinted on the back cover of your brochures.

Don't miss out. Let your customers know that **you** can "Keep them in the game."

ADVERTISING FUN!

By Lynnette Anderson

Thought for the day, "If we don't take care of the customer...somebody else will."

AD DESIGN RECIPE AND NOTES

Start with one fresh message.
Add a dash of visual flair.
Mix in a spicy headline.
Bring all to a boil.
Result: An ad with people-pulling power.

- When you design the page of a publication, remember people read from left to right and top to bottom.
- The best order for a story is: photo - headline - story.
- You should not put a photo below the text in an ad. Readers tend to look at the photo and turn the page without looking at your message.
- It is all right to use either sans serif type or serif type for headlines. Most experts agree that sans serif is easier to read in large sizes.
- Indent your text. Text without indents slows reading speed.
- Think about why they need your service. Use a tagline for knowledgeable employees such as, "a staff that answers your toughest questions." Or, for the staff that works together to solve customer problems: "Let our team solve your problems."

POSTERS

Want to add some color and fun to your service center? Display a couple of Nintendo posters!

We have had a positive response to the posters we offered to you our service partner, compliments of Nintendo. Each poster has the service sticker affixed that states, "Nintendo Systems Serviced Here."

Even though the supplies are limited, we have tried to accommodate as many service centers as possible. As we receive more posters, they will be distributed to those of you who ordered posters but did not receive them in the latest distribution.

REPAIR SERVICE AD IN NINTENDO POWER MAGAZINE JULY 1999 ISSUE

The **"Don't miss out on the summer fun!"** full page ad is appearing in the July issue of our Nintendo Power® magazine free of charge to you.

Nintendo Power is a hot gaming magazine! The latest audit on the Nintendo Power circulation tells us there is a guaranteed circulation of 570,000. That's an awesome number of people who potentially will see our ad!

There are a lot of N64® and Game Boy Color games coming up through the end of 1999 and beyond. Readers will be glued to the pages of Nintendo Power in anticipation for more details. And Pokemon addicts can't wait to get their hands on the next issue. So, we have picked one of the best places for repair service exposure - the Nintendo Power magazine!

It is also exciting to know a repair service ad will appear in the September, November and December 1999 issues, plus the January 2000 issue. We are creating those ads now!

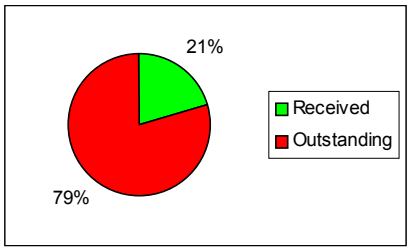
Blast off at the NASA convention!

By Dru Jordan

That's the National Appliance Service Association's Convention & Trade Show, July 31 - August 2 in San Francisco. The convention is a great opportunity to gather new information, network with fellow service providers, and meet manufacturers' representatives like Peter Junger and me. Stop by to say hello. If you have not received information about this event, contact Carrie Giannakos, Executive Director, at (317) 844-1602.

Survey Says . . .

By Dean O'Connor



We sent out a survey regarding our newsletter on May 19, 1999. We received 40 responses and have documented the feedback. We appreciate this feedback and will make modifications to our newsletter so that it best fits your company's needs.

Here are some of the results and comments returned on this survey:

This is an average rating on a scale of 1-5

	Ease of Reading	Writing Style	Appearance	Interest	Relevance	Usefulness
Rating Avg.	4.4	4.2	4.5	4.1	4.1	4.2

Compared to results from November 1998:

	Ease of Reading	Writing Style	Appearance	Interest	Relevance	Usefulness
Rating Avg.	**4.3**	4.3	**4.4**	**4.0**	**4.0**	**4.1**

As you can see from our comparison, we have improved our ratings in just about every category! We will continue to incorporate the feedback that we receive from everybody and continue to improve in every category!

Here are some comments made by servicers:

Liked most:
"Keeps me up to date and it's good for all my customer service reps to read." - *Alex Audio Video Service*

Articles to see more of:
"More promotional display ideas for store." - *J. Rudy Associates*

Articles to see less of:
"I think it is a good idea to keep all kinds of information in it. What I don't want to read may help someone else." - *Video Game Repair Center*

As you can see, those who responded indicated the newsletter has shown an improvement in most categories over the last couple of newsletters! I am also pleased to note that we saw a 2% increase of respondents with this survey. Your feedback is important to us and we will continue to incorporate your feedback to make this a useful piece of information.

We will conduct another survey around May 2000 to see how we have improved and what areas we can enhance. In the meantime, please continue to send us your feedback! We hope that you find the time we invest to be worth your while